

- 1) Which of the following **best** describe the purpose of User Experience (UX) Design?
- (a) Designing the internal logic of algorithms
 - (b) Creating a cohesive and meaningful experience for users
 - (c) Improving the usability and accessibility of a product or service
 - (d) Reducing the cost of server infrastructure
 - (e) Ensuring code follows software engineering standards
- 2) Which of the following correctly distinguish between User Interface (UI) and User Experience (UX) design?
- (a) UI design focuses on the visual aspects of a product, such as buttons and menus
 - (b) UX design includes understanding users' needs and improving their overall interaction
 - (c) UX and UI are two names for the same concept
 - (d) UX is concerned with product layout, while UI is only about functionality
 - (e) UI and UX both include database structure optimization
- 3) Which of the following reflect the contributions of the *Third HCI Paradigm* to Interaction Design?
- (a) Emphasizing the situated, social, and cultural aspects of technology use
 - (b) Focusing entirely on computational models of user cognition
 - (c) Supporting users' appropriation of technologies beyond original design intentions
 - (d) Prioritizing interaction efficiency over contextual relevance
 - (e) Designing experiences that reflect the user's values at the site of interaction
- 4) Which of the following are *true* about conceptual models in Interaction Design?
- (a) They provide a high-level description of how a system is organized and operates
 - (b) They eliminate the need to involve users in early design stages
 - (c) They help users form mental models of how a system works
 - (d) They should be developed after the physical design is finalized
 - (e) They help designers think through user interactions before choosing UI elements
- 5) Which of the following statements correctly describe interaction types?

- (a) Instructing involves direct manipulation of digital objects
- (b) Conversing refers to engaging in dialog with a system (e.g., voice assistant)
- (c) Manipulating includes dragging icons or using gestures in physical or virtual spaces
- (d) Exploring involves moving through physical or virtual environments
- (e) Responding is about users giving commands to initiate system action

6) Which of the following statements are true about *multimodal interfaces* in user experience design?

- (a) They allow users to interact using a single consistent input like keyboard only
- (b) They support interaction using a combination of input/output modes such as speech, gesture, and touch
- (c) They are designed only for visually impaired users
- (d) They enhance expressiveness and flexibility in human-computer interaction
- (e) They replace all need for GUI-based interfaces

7) Which of the following are characteristics of *Experiential Cognition*?

- (a) Involves deliberate, effortful thinking and judgment
- (b) Occurs automatically and unconsciously during routine activities
- (c) Includes driving, reading, or watching a video
- (d) Requires planning and decision making
- (e) Used when designing or solving novel problems

8) Which of the following statements are true regarding *Mental Models* in interaction design?

- (a) Mental models are often complete and technically accurate
- (b) Users quickly form mental models, even before using a product
- (c) Designers should match conceptual models with users' mental models
- (d) Mental models remain unchanged after first exposure to a system
- (e) Misunderstandings due to inaccurate mental models are common

9) Which of the following statements reflect key insights from the *Distributed Cognition* framework in HCI?

- (a) Cognition occurs only within the individual's mind
- (b) Cognitive processes are distributed across people, tools, and environments
- (c) Interaction with external representations (e.g., documents) is part of cognitive activity
- (d) Interfaces should focus exclusively on reducing internal memory load
- (e) An airline cockpit team interacting with instruments and the environment illustrates distributed cognition

- 10) Which of the following are advantages of using structured interviews during data gathering in UX design?
- (a) Easy to replicate across participants
 - (b) Provides highly flexible responses
 - (c) Generates quantitative data for comparison
 - (d) Reduces interviewer bias
 - (e) Encourages natural conversation flow
- 11) Which of the following statements are correct regarding *triangulation* in data gathering?
- (a) It ensures reliability by using multiple data sources
 - (b) It refers only to using multiple interviewers
 - (c) It involves using different theoretical perspectives
 - (d) It increases data quality by validating results through multiple methods
 - (e) It eliminates the need for participant consent
- 12) Which of the following accurately distinguish between *contextual inquiry* and *traditional interviews* in UX research?
- (a) Contextual inquiry treats the user as an expert performing actual tasks in a real context
 - (b) Traditional interviews always involve passive data collection in artificial environments
 - (c) In contextual inquiry, the researcher adopts the role of an apprentice to observe and learn
 - (d) Traditional interviews always use scripted, closed-ended questions
 - (e) Contextual inquiry avoids recording user activity due to privacy concerns
- 13) Which of the following are true about *quantitative data* in UX research?
- (a) It is expressed in the form of numbers
 - (b) It can be statistically analyzed
 - (c) It is based on themes, stories, and narratives
 - (d) It is collected through observation only
 - (e) It allows for measuring magnitudes and patterns
- 14) Which of the following are valid steps in creating an *Affinity Diagram* during qualitative analysis?
-

- (a) Transcribe audio interviews into numerical values
- (b) Group similar observations using sticky notes
- (c) Identify and cluster post-its based on thematic similarity
- (d) Convert categories into bar graphs for statistical analysis
- (e) Rank clusters and look for connections between themes

15) Which of the following statements correctly describe Critical Incident Analysis?

- (a) It focuses on identifying specific events that are significant or disruptive during user interactions
- (b) It ignores surrounding data and evaluates only final outcomes
- (c) It involves analyzing incidents such as user confusion, errors, or breakdowns in system use
- (d) It is mainly used to group user comments into general themes
- (e) It helps designers investigate usability issues by closely examining contextual details

16) Which of the following best describe *Grounded Theory* as an analytic framework in UX research?

- (a) It uses pre-defined theoretical assumptions from literature
- (b) It starts with hypotheses and tests them with numerical data
- (c) It develops theories directly from data using coding and iteration
- (d) It relies on open, axial, and selective coding processes
- (e) It avoids data interpretation to maintain objectivity

17) Which of the following are limitations of using *structured notations* for presenting research findings?

- (a) They may exclude subtle context or emotional cues
- (b) They provide too much flexibility for subjective interpretation
- (c) Audience unfamiliarity can reduce communication clarity
- (d) They ignore numerical precision and quantitative trends
- (e) They highlight only specific elements while suppressing others

18) Which of the following are typical features of *low-fidelity prototypes*?

- (a) Quickly and inexpensively built
- (b) Close resemblance to the final product
- (c) Useful for early user testing and concept exploration
- (d) Difficult to revise once designed
- (e) Made using materials like paper or cardboard

19) Which of the following describe correct uses or goals of the *Wizard of Oz* prototyping method?

- (a) To let users experience the interface while the system logic is simulated by a human
- (b) To develop high-fidelity code quickly for immediate testing
- (c) To explore user reactions before building back-end logic
- (d) To generate system documentation based on user feedback
- (e) To analyze natural user interaction behaviors without disclosing system incompleteness

20) Which of the following elements are essential when developing a *conceptual model* in UX design?

- (a) Interface metaphors
- (b) Concrete user interface layout
- (c) Mapping between user tasks and system functions
- (d) Data normalization
- (e) Interaction types

21) Which of the following are *limitations* of high-fidelity prototypes in UX design?

- (a) May lead stakeholders to believe the system is near-final
- (b) Time-consuming to modify
- (c) Not realistic enough for usability testing
- (d) Often require more resources to develop
- (e) Cannot be used for marketing or demo purposes

22) Which of the following are true about *formative evaluation* in UX design?

- (a) Conducted to check whether the final product is ready for release
- (b) Conducted during the design process to ensure the product meets user needs
- (c) Aims to assess finished systems in real-world environments
- (d) Helps refine prototypes or concepts before full development
- (e) Usually occurs after product deployment

23) Which of the following correctly describe characteristics of *pluralistic walk-throughs*?

- (a) Involves users, designers, and developers reviewing tasks together
- (b) Focuses mainly on error rate and quantitative metrics
- (c) Uses written user scenarios with prototype screens
- (d) Promotes discussion of usability problems at each step
- (e) Conducted only after final product is released

24) Which of the following are *controlled evaluation settings* that involve users?

- | | | |
|----------------------------|-------------------|-----------------------|
| (a) A/B testing | (b) Field Studies | (c) Usability Testing |
| (d) Cognitive Walkthroughs | (e) Experiments | |

25) Which of the following statements are true about *A/B Testing* in UX evaluation?

- (a) It compares two versions of a design under real user conditions
- (b) It is suitable for early-stage concept evaluation before any implementation
- (c) It is a type of controlled experiment
- (d) It may require thousands of users to detect statistically significant differences
- (e) It focuses only on usability heuristics without real user feedback
